

Ryan Altieri - Marketing and Analytics

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Professional Skills

Google Ads certified (2008-2026)

GA4 Analytics certified (2010-2026)

Full funnel strategy and planning
AI agent training and workflow building
SEM and paid social strategy
SEO and organic social strategy
Media buying, planning, activation
Brand building and growth marketing
GMB and digital presence expert
Tag building and management (GTM)
B2B, B2C and D2C
Ecommerce marketing
Email/SMS marketing
GA4/Adobe Analytics
Conversion optimization
Attribution modeling
Mixed Media Modeling
Lead nurture and retargeting
Leadership and team building
Reporting – Tableau, Looker Studio
Adobe Creative Cloud
Landing page optimization
CDP (Twilio Segment and Treasure)
CRM (Hubspot and Salesforce)
UI/UX and front-end development
Microsoft Office suite
Web Design and Programming – PHP,
SQL, HTML, CSS, Python, AEM

Major Contributions

Server-side (CAPI) attribution tracking
Built-to-Rent marketing strategy
Nationwide Growth Scaling
Conversion/lead cost standardization
Tag management and goal system
Reporting format and automation
Attribution and mixed media modeling
Customer journey development
Call reduction and chat strategy
Dark traffic tracking strategy
Pricing algorithm development
Multiple employer award winner

Experience

July 2024 – Present

Sr. Manager, Digital Strategy • Hoffmann Murtaugh • (Remote) Pittsburgh, PA

Lead & manage activation (4 associates): SEM, paid social, programmatic, email
Develop all digital marketing strategies, targeting, and measurement
Creation of logical customer journeys and funnel progression
Research, approve, and manage vendor selection and operations
Oversee email and SMS operations
Reporting, tag management, and event tracking
A/B testing and landing page optimization
Client and new business consulting, reporting, and presentations
Creative messaging, testing, and optimization

April 2022 – January 2024

Digital Marketing and Technology Advisor • Digital Signal • Scottsdale, AZ

Manager of digital marketing strategy and vendors
Paid search and organic strategy and management – SEM/SEO/social
Programmatic media buying and targeting strategy
Reporting, tag management, and analytic goal tracking
Operational and technology platforms implementation
Content creation and social calendar creation
Creative development and branding

May 2018 – March 2022


Marketing Media Manager • Progress Residential • Scottsdale, AZ

Digital marketing strategy – paid, organic, programmatic, social
Developed marketing program for Built-to-Rent communities
Budget management of approximately \$11 million annually
Creative development and optimization
Executive reporting creation and presenting
Attribution modeling
Analytics and tag management – Google and Adobe
Adobe Experience Manager author, content, and component development

October 2013 – October 2016

Digital Marketing Manager • Alliance Residential • Phoenix, AZ

Developed digital marketing program and built/managed team (5 associates)
Set up and management of over 300 apartment web sites on PPC and SEO
Created PPC strategy; grew program from \$18k/month to over \$380k/month
Created SEO strategy; grew program from \$3k/month to over \$60k/month
Strategy development and execution with team, owners, and asset managers
Monthly and weekly reporting creation and automation
Website and landing page creation/optimization
Team training and marketing strategy development



September 2012 – September 2013

Marketing Strategist/Senior Web Developer • Digital Current • Mesa, AZ

Paid campaign planning and execution for highly competitive industries

Dynamic SEO strategy development

Front end design and landing page optimization

Conversion optimization and design

Logo design and creation

Custom CSS, HTML, and PHP coding

September 2004 – February 2012

Traffic Analyst/Online Marketing Manager • UAT • Tempe, AZ

Managed over \$2 million annually through Google Ads (Adwords at the time)

Budget increased annually based on positive results

Expanded web traffic over 30% percent, leads by 50%, and applications 25%

Increased enrollment; the network security program by 150%

Created a strong brand presence through paid and organic marketing

Management of vendor choice and performance

Landing page design, testing, and optimization

Extensive research and testing of keywords, search terms, and domain names

Developed Intranet reporting system to benchmark and improve marketing
